Matter kick-starts the shared solar market with new collaboration tool

Melbourne, Australia – 17 February, 2016 – Australian tech start-up Matter unveils, **Hana**, the world's first online platform for facilitating the move to shared-solar in rental properties.

In December Matter launched Digital Solar, a technology service that provides an entirely new way for renters to access solar power by sharing their landlords' panels. Digital Solar creates value for landlords and tenants by displacing expensive daytime electricity with clean, lower cost rooftop solar.

Hana helps landlords and tenants decide whether Digital Solar will work for a particular property by guiding the parties though a simple, online workflow, that estimates how much solar power will be consumed, how many panels should be installed, and how to share the value that is created.

With the emergence of the collaborative economy, sharing a ride into town, a home for the night, or even power tools, has become the norm. With this shift from ownership to access, we're living in a new era of trust where we deal directly with real people not institutions, relying on them to 'do the right thing'.

Hana provides landlords and tenants who mostly likely don't know each other, with a way to easily predict and share mutually beneficial value created from Digital Solar, while safeguarding the privacy of information, to build a community of shared solar renters.

Using its knowledge of panel costs, solar production projections, electricity tariffs and the value sharing equation a landlord and tenant agree on, **Hana** makes sense of the complexity, helping all parties understand the expected installation costs, payback period, the return on investment and the tenant's savings against their grid electricity bill.

"The central premise behind Digital Solar is that considerable economic wealth is created when a property investor and a tenant collaborate to share value that comes from displacing grid electricity with distributed solar power," explained Chris Mrakas CEO of Matter.

"Hana allows a landlord and a tenant to work together for a mutually beneficial outcome but it goes beyond wealth creation, this collaboration

fosters stronger communities and healthier societal outcomes," continued Mrakas.

Hana makes it easy to determine the likely benefits of Digital Solar for individual landlords and tenants, helping both parties make smart, informed decisions.

While Australia leads the world in domestic solar adoption with 1 in 5 owner-occupied homes having installed panels, there are 2.4 million rental properties in Australia that until now could not access solar. This issue, referred to as the 'Split Incentive' problem, occurs across the globe, with 43m rentals in the US, 18.5m in Japan and 5.4m in the UK, all unable to benefit from solar power.

Digital Solar has made it possible for the energy industry to enter the collaborative economy for the first time, with a view to eventually facilitating the sharing of solar energy in entire communities. With Hana simplifying collaboration for landlords and tenants, clean and cost-effective solar energy is now easily-accessible option for everyone.

Every house is unique. Every tenant's energy consumption is different. And commissioning solar requires expertise, knowledge and research. It's about time rental properties had solar and an easy way to make it happen.

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For more information, images, or to request a spokesperson interview, please contact:

Emily Kaelin
Poem Group
E: emily.kaelin@poemgroup.com.au
M: 0402 255 057

Notes to editors

Profit and savings:

If an average house has about four people and an energy bill of $1,500 a year (with no air-con or pool), tenants would save in excess of 20% off their current grid electricity tariff, every year. This equates to an annual saving of about $300 a year.

If all 2.4m rental properties in Australia were to use Digital Solar technology in the future, tenants nationally would save approximately $780 million per year, assuming properties are an average 4-person size.

For landlords, the Digital Solar system pays itself off within 4-5 years and generates $1 for every $5 spent - an increase in rental income of about $1,000 each year (can be a lot more in some states). On average, Digital Solar increases the value of rental properties by $30k, with an ROI of 15%+. The states which reap the most benefits are QLD, NSW and ACT and if the house is larger and has air-con or a pool, the benefits are greater.

Background on Matter:

Matter is an Australian-based technology start-up and the emerging leader in Digital Solar, giving property owners the ability to create additional revenue from solar on their investment properties in a way that's automated and worry-free. For tenants this means lower prices and cleaner more efficient electricity. Matter brings property owners and tenants together along with their property managers and trusted solar installers to simplify the process. Our goal is to use technology to bring people together for the greater good.

Interviews with the founders of Matter and case studies of the first Digital Solar users, are available on request.